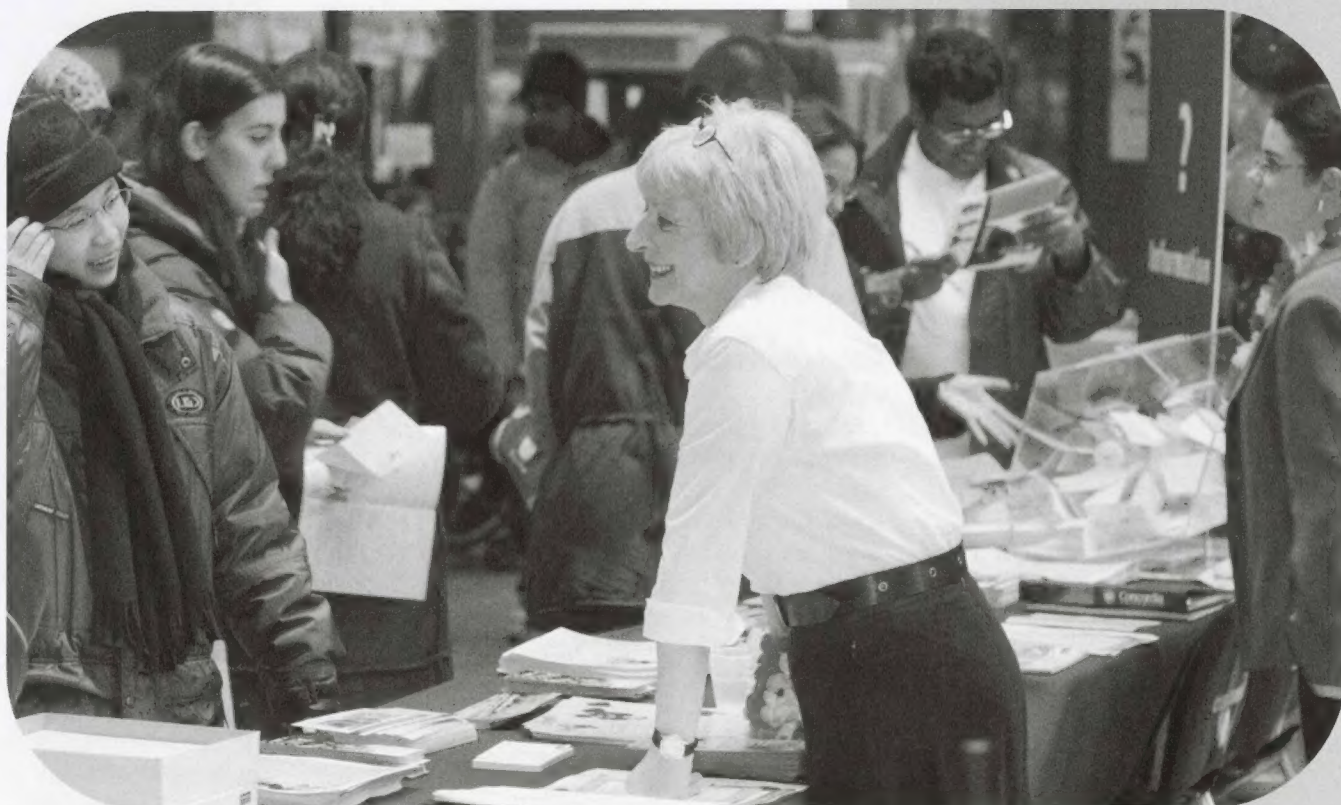


The Recruiter

Office of Student Recruitment Newsletter

Vol. 1 No.1

May 2003



The Office of Student Recruitment (OSR) is pleased to present the first edition of "The Recruiter". Our intention is to show you who we are, and to keep you up to date on what we are doing throughout the year to ensure that the enrolment goals set by our academic leadership are achieved. We also intend to share brief profiles of the students we meet, and those who influence them.

Should you need any advice or support in any projects or events involving prospective students, please feel free to call on us.

We sincerely hope that you will enjoy this first issue and the ones to come. Contact us anytime for more information or comments.

**-Isabelle Simard,
Recruitment Officer**

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On the road again

Between September 2002 and February 2003, we participated in approximately 300 visits across Canada. Most of the visits were held in Quebec, Ontario and British Columbia. Below is a description of the different types of recruitment events that we participate in yearly.

Recruitment Officers participated in 118 Individual School Visits (ISVs) last fall. During this activity, the Recruitment Officer will give a presentation to a group of students either in a conference room, a cafeteria or an auditorium, depending on the size of the group. Last fall, the Toronto, Eastern Ontario, Ottawa and Greater Vancouver areas were visited. ISVs are made mostly during the fall session.

Some Recruitment Officers also traveled to British Columbia, Ontario and the Maritimes with a representative from Bishops University and McGill University as part of the Quebec University Information Program (QUIP). A total of 68 schools were visited. Each year, we travel together as a team to represent the 3 English-language universities of Quebec. QUIP visits are only done during the fall session.

The Office of Student Recruitment visited 74 English and French CEGEPs and private colleges in Quebec during *La Tournée*. This event is similar to a fair since we travel with 14 other uni-

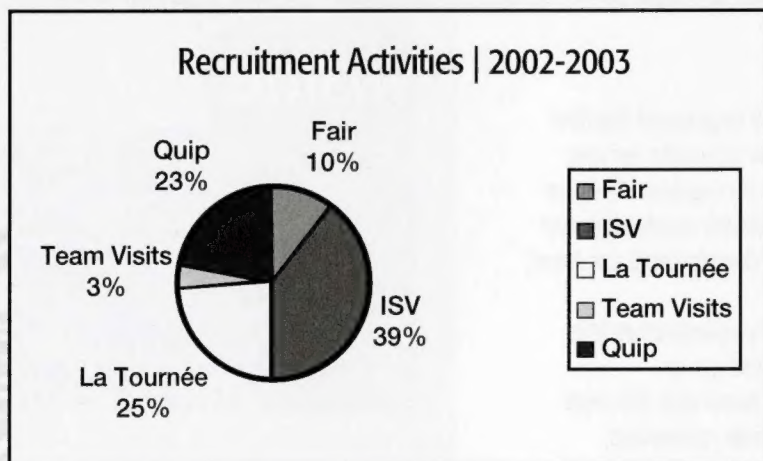
versities. On some visits, members from the Registrar's office and other Faculty members will join the Recruitment Officer for additional support. *La Tournée* starts in mid-September and ends in mid-December for the fall session, and continues for three more weeks in the winter session.

Team Visits are done in the fall and winter sessions. This type of visit is aimed at English CEGEPs in Montreal. Faculty and staff members participate in this event with the Office of Student Recruitment.

The recruitment team also participates in many fairs ranging from the *Salon de l'Éducation et de la Formation de Montréal*, a four day fair at Place Bonaventure, to the Stewart Hall Science Fair in the West Island. Many of the fairs that we participate in are held in English High Schools in Montreal and are part of a University/College Fair.

We enjoy participating in these different activities because we get to work so closely with prospective students across Canada. We try to guide them as much as possible to find the type of program that interests them the most. The majority of us will be "On the Road Again" ... next fall to spread the good news.

-Debby Couture



Surf@Concordia

Surf@Concordia – this year's information day – was held on Saturday, February 1, 2003 in Place Concordia (The Atrium of the Library Building). The event was a wonderful success with over 1,200 people attending.

The theme of Surf@Concordia had a dual mes-

sage: surf the net and surf the wave, conjuring up a beach atmosphere.

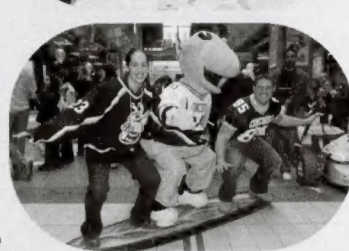
The web portion was to showcase the online application form and the My Concordia web portal. The beach theme was intended to bring warmth to an otherwise cold and dreary time of the year.

The information day was much smaller than the previous ones held at the University. It gave us the luxury of organizing the event in one space – Place Concordia in the McConnell Building. Visitors commented on the fact that they did not have to search through a maze of presenters to get the information they needed. It was all in one contiguous space.

Also featured on that day were: a web-cast – hosted by our fabulous web-jays Uzma Mustafa and Danielle Skene; campus tours attended by over 350 people; six Library tours; and five information sessions attended by over 100 people.

Stay tuned for the next info day, scheduled for Saturday, January 31, 2004!

-Pina Greco,
Manager Operations & Special Projects



The Double Cohort

With the Ontario government phasing out grade 13, both grade 12 and 13 students, known as the "double cohort", will be graduating from high school this year. Due to this special circumstance, the Office of Student Recruitment assembled a contingent of experienced recruiters, an admissions officer and knowledgeable staff to visit the general Toronto area (GTA) in order to assist these students in applying to Concordia. Uzma Mustafa, at the time a recruiter specializing in the John Molson School of Business (JMSB), coordinated the three day GTA Application Workshop. At the helm of our rented minivan was Amanda French, recruiter for the Fine Arts Faculty. The rest of the team consisted of Bernard Pomerleau, manager of Recruitment/Liaison; Jola Manowska, coordinator of materials and distribution; Danielle Pullen, admissions counsellor, and me, Hannah Yao, a recent graduate of JMSB.

Our team made its way down the 401 on the morning of February 18th to meet with students and their parents, field questions about Concordia and to help them through their application forms. There were less than two weeks left before the application deadline and we wanted to help the Ontario double-cohort students as much as possible. Choosing which university to attend is already a tough decision. Having to compete with a second generation of students who have an extra year of studies under their belts and constantly reading in the media about there not being enough places in Ontario institution presents an added level of stress for this cohort.

We had marketed the event as an application workshop and were scheduled to stay at three different hotels on three consecutive nights to reach as many people as possible. As a first effort, we were pleased with the attendance and level of interest. Over the three nights, we met with more than 60 parents, over 100 potential undergraduate students and 10 potential graduate students. Most of the students who came had already applied online or had mailed in their application. They came to ask a few questions regarding quota and limited enrolment programs and portfolio content for Fine Arts, Creative Writing, Journalism,

Communications Studies program, etc. Another major concern expressed by these students and their families is housing and residence space. We presented the housing situation in Montréal in a positive way emphasizing the services that we offer to assist students.

During the three nights, we also had the pleasure of having Brigitte Blainville, Chris Palin and Lucie Fréchette, Concordia alumni who live in the GTA, to share their positive experiences at the University and to help answer some questions. Many of the parents who visited were also Concordia alumni who took the opportunity to catch up with news from their alma mater.

For this first-time recruiter, being part of the team that had been sent down to meet these families was both educational and fun. This will certainly become an annual event.

-Hannah Yao, Recruitment Officer

Distribution Centre

The Office of Student Recruitment is responsible for the production and distribution of a variety of publications used to recruit prospective students.

Jolanta Manowska, Materials and Distribution Coordinator, is in charge of replying to the thousands of material requests Concordia receives by email (12,372 in 2002), telephone and mail each year. She also oversees the delivery of these publications to all targeted high schools, CEGEPS, colleges, and universities, both locally and internationally.

All internal requests for publications (ie. Viewbooks, Application Guides, Faculty booklets, Undergraduate Calendars, reply cards, etc.) used for recruitment visits, should be sent to her at least seven working days in advance to ensure adequate time for delivery.

Should you know of a prospective student inquiring about publications, please send them to Jola, as she is the one to reach!

**-Karen Ditty,
Manager Publications & Communications**

The Welcome Centre

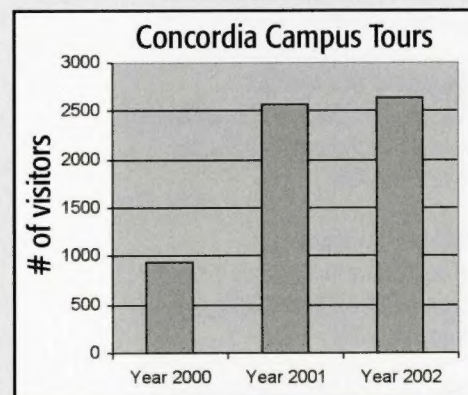
The Welcome Centre presents a "gateway" to Concordia University for both scheduled and drop-in visitors. It meets the needs of a diverse audience including advisors, counselors and staff from other universities, international visitors and special interest groups.

The main role of the Welcome Centre is to provide prospective students and their families with a personalized campus tour and a general orientation session. While providing cordial and quality student service, it acts as a facilitator by contacting admissions personnel/advisors and arranging for prospective students to meet with them.

The Welcome Centre receives an increased number of out-of-province visitors during long weekends and school holidays, and often helps them with their tourism inquiries. Campus tours and orientation presentations are coordinated for class groups, Concordia's Open House and many Faculty Information/Orientation Days.

Over the past three years, 6,220 current and prospective students, and other visitors participated in campus tours.

**-Joanne Spinelli,
Welcome Centre Coordinator**



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*The Office of Student Recruitment
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CAROLINE SIGOUIN
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Coming up... soon

The Office of Student Recruitment is organizing three Information Days for Orientation/Guidance Counselors in the months of May, June and July.

Concordia University has entered an exciting phase of its development with all the new building projects. For that reason, we have decided to hold all of our upcoming events at Loyola Campus. It will provide us with the opportunity to showcase the first of our new buildings at near completion: the Science Complex.

- 1) On Friday June 6th, we will be hosting a group of Guidance Counselors from the English High Schools in Québec.
- 2) On July 9th, we will host a group of High School Guidance Counselors from Vermont, Maine, New Hampshire and parts of New York.

For further information, do not hesitate to contact us.



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